

## **Auburn Endurance Capital Committee Meeting Minutes**

Meeting Date: June 12, 2012

Time: 10:00 a.m.

Location: City Hall

Present: Harvey Roper, Cynci Calvin, Lisa Kodl, Colleen Conley, Steve Holden

Guests - Jim Northey

### **Minutes:**

- Minutes from May 8, 2012 meeting consisted of the 2012-2013 work plan which had been approved and finalized via email and subsequently approved by the Auburn City Council on May 14, 2012.

### **Public Comment**

- Discussion with Jim Northey and Lisa Kodl about CA State Park permitting issues: prices are making events' and individuals' use of the trails cost-prohibitive.
  - Suggestion to have meeting with State Park reps Mike Lynch and Scott Laskey
  - Include Tim Twietmeyer, Julie Fingar, Greg Soderlund, one of the Tevis rep, and City Manager Bob Richardson.
  - Schedule meeting for Sept. or Oct. to look ahead to 2013.
- Discussion of email from Alexander Carnahan who was hoping for more support from the AECW Committee for the Wildest Ride in the West cycling and running events.
  - Conclusion: local event directors must outreach to us for help ahead of time.
  - AECW Committee's role is to help promote and offer advice, not necessarily to provide volunteers or work the event.

### **Western States Endurance Run (6/23-24, 2012)**

- Bob Montuori will assist the WSER volunteer (Dave Coombs) at the "Where's My Runner" tent at the finish at Placer HS.
- Cynci will get easy-up tent from Auburn Bike Works on Friday.
  - Will set it up on Saturday afternoon at Placer HS, and will bring extension cord, table cloth, food/beverages, sign, zip ties.
  - Consider bringing posters, AECW stickers
- Steve Holden will display the AECW "Welcome Athletes" banner in front of his office.
- Cynci will pick up Steve's banner Friday afternoon and set it up at Placer HS track on Saturday.
- Harvey Roper and Bob Richardson will be filming runners and sunrises at several locations.

### **Auburn Marathon Recap from RD Jim Northey**

- Jim will plan to put on the event next year on the same weekend.
- He will include a half marathon.

### **AECW Website (Steve Holden update)**

- Wordpress still a tricky program to work with.
- Agreed that we should pursue logo exchanges on other websites.
- Cynci agreed to set up an AECW Facebook page and begin monitoring it.
- Harvey will send Steve the Bike Auburn information.
- Full report from Steve on next page.

**Meeting adjourned at 11:30 a.m.**

**Next Meeting:** Tuesday, June 26, 2012, 10 a.m., Auburn City Hall

### **Tentative Agenda:**

- Recap of WSER
- Website review
- Facebook Report
- Review of poster/sticker materials to print for Placer County Visitor's Center

## MEMORANDUM

TO: AECW Committee Members  
FROM: Steve Holden  
DATE: June 13, 2012  
RE: Summary of AECW Website Work

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Because I will miss our next meeting on June 26, I am writing to provide a summary on the website development and, particularly, the work that has been completed since our meeting earlier this week.

### *Work that has been done:*

1. We developed the new format and appearance for the website with the black background and revised AECW logo header.
2. We have been regularly updating the Home page of the site with upcoming event notices and links to the event's website. We are changing this page on average 2-3 times per month.
3. We have reordered the pages to make more logical sense. *See* the list of pages on left side of Home page.
4. We have updated the About the Endurance Capital page with revised text from CynCi (Thanks CynCi) as well as adding new, more diverse photos.
5. We have added more events to the Calendar of Events page.
6. We have updated the graphics on the Organizations page and added several new organizations.
7. We have added a Contact Us page.
8. We have made changes to the appearance of text and graphics throughout the site.
9. I did communicate with the Auburn Running Company and they will be adding a link to the AECW website on their website.

### *Planned work still in progress:*

1. We will continue to make appearance of text and graphic changes on several pages.
2. We will look for appropriate events, organizations and other links. If you are aware of any that should be included, let us know.
3. We will continue to make contact with organizations and event promoters to ask them to include a link to the AECW website on their websites.
4. We will continue to update the Home page with current events and information.
5. We will meet with additional website experts to see if we can either improve the functioning of the WordPress software or come up with an alternative system that works better.
6. CynCi will look into developing a Facebook page for AECW. We will add the appropriate links once developed.

### *Work for discussion in the Committee:*

1. I believe the Shop Endurance page should be updated and should include a broader range of Auburn and Auburn-related businesses. We need to discuss whether we will ask for a contribution from businesses for inclusion or whether we do it as a service to the business community without charge. We also need to discuss the criteria for inclusion.

PLEASE GO LOOK AT THE REVISED WEBSITE AND GIVE US ANY FEEDBACK,  
SUGGESTIONS, ETC. THANKS.